

We claim:

1. A method for tracking and reporting visitor-side web page loading times over a web site comprising:

5 storing a web page on a first server coupled to a wide area network, said web page including web page code and data mining code;

uploading the web page to a visitor computer responsive to a request over the wide area network from the visitor computer;

10 operating the data mining code on the visitor computer to obtain a begin state at a start of the web page load;

detecting a state change on the visitor computer to an end state caused by a completed upload of the web page to the visitor computer;

comparing the begin state and the end state to obtain page loading time data; and receiving the page loading time data at a second server.

2. The method of tracking and reporting visitor-side web page loading times of claim 1, further including the steps of:

retrieving a first computer clock reading from the visitor computer at the start of the web page load; and

20 retrieving a second computer clock reading from the visitor computer upon detection of the visitor computer state change,

wherein the step of comparing the begin state with the end state includes setting the page loading time data as the difference between the second computer clock reading and the first computer clock reading.

25 3. The method of tracking and reporting visitor-side web page loading times of claim 2, further including the steps of:

detecting a request on the visitor computer to move to a different web page;

operating an event handler embedded within the data mining code to retrieve a third

30 computer clock reading from the visitor computer upon detection of the request;

setting a page viewing time data according to the difference between the third computer clock reading and the second computer clock reading; and

receiving the page viewing time data at the second server.

4. The method of claim 2, further including the step of inserting data mining code capable of retrieving the first computer clock reading at the beginning of the web page code and inserting data mining code capable of retrieving the second computer clock reading at the end of the web page code.

5

5. The method of tracking and reporting visitor-side web page loading times of claim 1, wherein the data mining code includes a `onReadyStateChange` event handler.

10 6. The method of claim 5, further including the step of overloading the

`onReadyStateChange` event handler.

7. The method of tracking and reporting visitor-side web page loading times of claim 1, wherein the data mining code includes the `onLoad` and `onUnload` event handlers.

8. The method of claim 7, further including the step of overloading the `onLoad` and `onUnload` event handlers.

9. The method of claim 1, further comprising the steps of:
compiling the detected state change within a web site traffic report; and
posting the report for viewing over the wide area network.

10. A method for reporting state changes on visitor computer comprising the steps of:

storing a web page on a first server coupled to a wide area network;

25 uploading the web page to a visitor computer responsive to a request over the wide area network from the visitor computer;

capturing a begin state at the visitor computer at the beginning of the page load;

capturing an end state at the visitor computer at the end of the page load; and

reporting a state difference between the begin state and the end state to a second

30 server coupled over the wide area network.

11. The method of claim 10 wherein the begin state is equivalent to a computer clock reading on the visitor computer at the start of the web page upload step, the end state is

equivalent to a computer clock reading on the visitor computer at the end of the web page upload step, and the state difference between the begin state and the end state is the time difference between the computer clock readings to indicate a time to load the web page.

5 12. The method of claim 10 further including the step of reporting a web page load failure to the second server if there is no state difference between the begin state and the end state.

10 13. The method of claim 10, further comprising the steps of:
compiling the state difference within a web site traffic report; and
posting the report for viewing over the wide area network.

AUGUST 2002